

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION (REGION 7)

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report
November 2002 – January 2003

University of California, Los Angeles
Contract No. N01-LM-1-3517

Date Submitted: October 14, 2003

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Quarterly Progress Report
Pacific Southwest Regional Medical Library (PSRML)
National Network of Libraries of Medicine, Pacific Southwest Region
November 2002 – January 2003

At the end of December 2002, Alison Bunting, PSRML Director, retired from UCLA after 32 years of service. The November/December issue of *Latitudes* opened with a farewell message from Alison.

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services
 - Two major Los Angeles County health facilities closed during this quarter, Rancho Los Amigos National Rehabilitation Center in Downey, California, and High Desert Hospital in Lancaster, California.
 - Loansome Doc service is offered by 206 libraries in the Pacific Southwest Region.
2. Assessing the needs of health science libraries
 - During this quarter, we received many questions from network members about LinkOut, including how to sign up, how to get icons, how to enter data, etc. We also had one corporate library member, a non-DOCLINE library (thus with no SERHOLD holdings) ask if it is possible to participate in LinkOut to print holdings. We referred this question to the LinkOut team.
 - We learned that four network members, including one of our resource libraries, is involved in the divine/RoweCom situation. In two of these situations, the hospital library did not yet know about the matter, and the staff were glad to learn of Medical Library Association support efforts.
 - We assisted an integrated library systems vendor with locating SERHOLD documentation on the NLM web site; this vendor wants to assist libraries to import and convert SERHOLD holdings.
 - We responded to a network librarian dilemma regarding identical journal titles where PubMed indexed only one title.
 - Kay Deeney visited the Arizona State University Science Library in Tempe, Arizona while doing a digital reference class there.

The following videotapes and audiotapes circulated to network members during the quarter:
Videotapes/CD-ROMs/DVDs:

MLA: Sync or Swim: Managing the Flood of PDAs in Health Care -- 7
Copyright in the New Millennium: The Impact of Recent Changes to U.S. Copyright Law -- 1
Children's Environmental Health Resources -- 2
CDC Clinical Diagnosis and Management of Anthrax - Lessons Learned -- 1

CDC Anthrax: What Every Clinician Should Know, Part I -- 1
*Primary Medicine Today (West) Annual Meeting, Keynote Lecture:
What is Important About Evidence Based Medicine? -- 2*
Principles of Public Health (Series): History of Public Health -- 1
Anthrax: What Every Clinician Should Know, Part II -- 1
Breath of Life: NLM: Breath of Life, The History of Asthma -- 1

Audiocassettes:

Medical Library Association 2002 Annual Meeting and Exhibit --7

3. Managing the NN/LM Network membership program for the region

- PSRML filled **102** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed out a total of **6,957** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads.
- According to DOCUSER, Region 7 has a total of 640 network members: 234 affiliate and 406 full members. Three affiliate members joined the Pacific Southwest Region: Fresh Start Women's Foundation, Glendale Public Library, and Hawaii State Public Library System (including the main library and 50 branches). One full member library joined the Pacific Southwest Region: Kaiser Permanente Medical Center--Arden Annex (CAUJBS).
- Mark C. Kelly, Pacifica Graduate Institute, Carpinteria, CA, and Cheryl Warren, Valley Care Health Library, Pleasonton, CA, received PSRML Professional Development Awards.

4. Implementing the Regional Document Delivery Plan

- DOCLINE statistics for the Pacific Southwest Region are:
 - 377 SERHOLD contributors
 - There are no pending DOCLINE applications.
 - One library, Kaiser Permanente Medical Center--Arden Annex (CAUJBS), joined the Network and is participating in DOCLINE this quarter.
 - 406 DOCLINE libraries; 29 of these are Borrow-only libraries.
 - 111 DOCLINE routing table approvals were completed at PSRML during the quarter.
 - Nine DOCLINE orientations were performed via telephone during the quarter, which took a total of 6.5 hours.
 - Twenty-eight library groups, including those that are cross-regional, are recognized in the DOCLINE system.
 - PSRML received and processed 89 requests for DOCLINE holds during the quarter.
 - Two libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 88 FreeShare library group members in this region.

The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	40	7	47
California	302	19	321
Hawaii	16	1	17
Nevada	14	2	16
Pacific Basin	5	0	5
Regional Total	377	29	406

5. Meeting responsibilities of Resource Libraries and the RML

- The year 03 contract budget, regional objectives, and narrative outreach plan for NN/LM, Pacific Southwest Region, were submitted to the National Library of Medicine.

6. Establishing and maintaining communications

- During the quarter, approximately 38 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
 - 31 additions to the list
 - 24 deletions from the list
- PSRML web usage summary statistics are:

Month	Visits	Page Views
November 2002	7,836	66,965
December 2002	6,253	41,343
January 2003	7,712	42,735

The months of November 2002 – January 2003 saw an overall increase in visits and page requests. More detailed statistics can be found at: <https://staff.nlm.gov/usage/psr/>.

- Michael Miller continues to work on the *Partners in Information Access for the Public Health* website¹ redesign team. As of January 2003 usability tests were still being conducted. The team expects these tests to be completed by the end of January. February will be spent making changes and preparing for a full report to the Partners organizations in March.
- We completely revised the Document Delivery page and Copyright page of the PSRML web site.

¹ <http://phpartners.org/>

- We continued to promote EFTS in the Pacific Southwest Region. We developed a chart of PSR member participation in EFTS and posted this on the PSRML web site; we developed an EFTS Tip Sheet to assist the members of the EFTS Pilot Program of the Medical Library Group of Southern California and Arizona; and we prepared an EFTS FAQ for our web site.²
- Julie Kwan participated in an EFTS teleconference on November 25, 2002. It was a great opportunity to work with other network coordinators to make recommendations for improving the EFTS system. We have been delighted that EFTS has been able to implement so many of our suggestions.
- Julie Kwan attended a meeting of the Advisory Council of the Medical Library Group of Southern California and Arizona on January 17, 2003, to discuss EFTS, to encourage greater participation, and to identify and overcome barriers to participation.
- On January 30, 2003, Julie Kwan gave a presentation about EFTS to the Northern California and Nevada Medical Library Group. She was accompanied by two network members. Norman Huckle, Document Delivery Supervisor, Savitt Medical Library, University of Nevada, Reno, gave a lively presentation showing the resource library perspective. Mary Ann Zaremska, St. Francis Memorial Hospital, San Francisco, gave a compelling story from the hospital library perspective. The meeting also included a panel presentation by network members on electronic document delivery. The meeting was very well attended; forty-five people registered for the meeting.
- At the end of this quarter, 15 libraries in the Pacific Southwest are participating in EFTS. This includes four of our 12 resource libraries.
- Julie Kwan met with the electronic licensing coordinator of the California Digital Library in Oakland, California, to gain a better understanding of the changes to electronic resource license agreements and the impact of these changing agreements on DOCLINE and interlibrary loan practices and policies in the National Network of Libraries of Medicine. The University of California has been able to get agreement from some publishers on allowing interlibrary loan from electronic journals but, when interlibrary loan is allowed, it frequently requires that a print copy from the electronic version be sent via postal mail or fax, and not sent electronically. Other limitations include lending only to academic and/or nonprofit libraries and disallowing loans to individuals.
- Two issues of *Latitudes* were published during this quarter. The November-December 2002 issue highlighted Alison Bunting's retirement, the launch of MEDLINEplus en español, EFTS, outreach awards, and network member contributions to library school internships. The January-February issue included our first resource library's experience with EFTS, a teleconference on the USA Patriot Act, LinkOut to SERHOLD, community outreach, update on NLM consumer resources, health digital reference, HIV/AIDS Information Summit, and electronic licensing issues and interlibrary loan.

² <http://nnlm.gov/psr/efts.html>

- We applied for an ISSN for *Latitudes* at the recommendation of UCLA's CONSER cataloging staff.
 - PSRML staff participated in NN/LM teleconferences, including the all-RML (ToxNet), Tribal Connections, Multilingual Materials Working Group, DOCLINE, outreach, consumer health, and budget meetings.
7. Consulting with the Regional Advisory Committee
- Regional Advisory Committee members were invited to comment on the proposed logic models for evaluation of outreach to public libraries and the public health workforce.
8. Monitoring and evaluating programs
- PSRML staff attended the NOMC outreach reporting form training session on January 29, 2000 and provided feedback to the NOMC on the design and functionality of the OAFF.
9. Obtaining feedback from users and recommending ways of improving information access
- PSRML publicized Tox Town to network members and received feedback from a UCLA School of Public Health class.
 - Feedback gathered during regional network visits and electronic communications, as well as exhibits, training, and other outreach contact. Recommendations were forwarded as appropriate/.
10. Providing a computer-equipped training facility
- The PSRML Training facility was used by the following groups: The National Training Center and Clearinghouse (NTCC); UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library staff, and PSRML staff.
11. Conducting or participating in needs assessments and testing of NLM and NN/LM products and services
- Alan Carr compiled PSRML feedback for the online outreach reporting form test, and submitted the final report to NOMC on December 6, 2002.
 - PSRML staff participated in testing the NLM's Outreach and Consumer Health Database from December 23, 2002 – January 10, 2003, and submitted feedback by the January 24 deadline.
12. NLM-sponsored grants
- PSRML consulted with network members on NLM grant applications.
13. Following up on NLM funded grants in the region
- Outreach Subcontracts

An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix C**. The following also summarizes the activities completed as part of the RML contract.

- **Access to Health Information for Arizona's Tribal Nations** – Activity for the first quarter of the project (July 1-September 30, 2002) focused on Arizona Health Sciences Library identifying and contacting key players among the tribes in Arizona, and on the University of Arizona campus. Models/potential projects were developed from which the tribal leaders could select during the six months planning period of the project.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	10
Health Care Service Provider	10
Health Sciences library staff Member	0
Public /other library staff member	0
General public	0

- **Salt River Pima-Maricopa Indian Community Health Information – Scottsdale Healthcare**
No activity reported for this subcontract.

Total Training/Demonstrations:	NA
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- **Petaluma Health Information Access – Redwood Health Library**
The first Spanish-language program was distributed and aired. It is entitled *Tomando Control*, and is a class for patients with chronic diseases. Subcontractor Eris Weaver also collaborated with instructors of English as a Second Language (ESL) at a local adult school, and successfully scheduled library presentations to classes.

Total Training/Demonstrations:	NA
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- **Bay Area Health Information Outreach – California Pacific Medical Center**
Following the initial training session in October, 2002, subcontractor Doug Varner gave another hands-on presentation to librarians at the San Jose Public Library, in coordination with the Golden Gateway Library Network, on January 23, 2003. The session and course materials were well received.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	NA
Total Participants:	18
Health Care Service Provider	NA
Health Sciences library staff Member	NA
Public /other library staff member	NA
General public	NA

- **San Fernando Health Information Outreach – Olive View/UCLA Medical Center**

Subcontractor Marsha Kmec collaborated with Marcia Henry, reference librarian at the Oviatt Library at California State University, Northridge, to assess the information needs of the university librarians regarding health information. Subsequently, two training sessions focusing on MEDLINEplus were conducted at the Oviatt Library on November 19, 2002. In addition, MEDLINEplus training was offered at the central Los Angeles Public Library on December 10, 2002, and at the Wellness Center in Pasadena, CA, on January 7, 2003.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	NA
Total Participants:	18
Health Care Service Provider	NA
Health Sciences library staff Member	NA
Public /other library staff member	NA
General public	NA

- **Handhelds in Healthcare Fair – Arizona Health Sciences Library**

This subcontract was completed in one quarter. Two events were held, on November 20 and 21, 2002, at the Arizona Health Sciences Library in Tucson, and at the University of Arizona Phoenix Campus, which provides academic support for third and fourth year College of Medicine students. A number of hardware and software vendors were showcased at the fairs, which targeted primarily health sciences students and also clinical faculty at the Phoenix campus. The fairs were very successful, and attracted several hundred attendees.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	178
Health Care Service Provider	NA
Health Sciences library staff Member	NA
Public /other library staff member	NA
General public	NA

- **Outreach to Consumers in Contra Costa County – Degnan Medical Library**

The implementation of this subcontract was slightly delayed, because administrative approval had to be obtained from the Contra Costa County Board of Supervisors. Subcontractor Sally Chu spent most of the quarter preparing to teach MEDLINEplus to librarians and other interested staff from the Contra Costa County Library system. The first training session was held on January 16, 2003, and four public librarians attended.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	NA
Total Participants:	4
Health Care Service Provider	0
Health Sciences library staff Member	0
Public /other library staff member	4
General public	0

- **Health Literacy and Information and Referral Resource Awareness – Marshall Medical Community Health Library**

During this quarter, the library moved to a new location. Four training presentations were given, with a total attendance of 11 people. The sessions focused on MEDLINEplus, PubMed, and health information resources on the Community Health Library's website.

Total Training/Demonstrations:	4
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	4
Health Care Service Provider	NA
Health Sciences library staff Member	NA
Public /other library staff member	NA
General public	NA

- **Assessing Potential of Handheld Computing Applications in Public Health – Savitt Medical Library, University of Nevada**

This subcontract was signed on October 1, 2002, but implementation was delayed until December 1, 2002. Subcontractor Terry Henner developed and distributed a survey instrument to public health personnel in the Washoe (Reno) and Clark (Las Vegas) County Health Departments, to gather baseline data on PDA usage. Terry also met with key personnel in both county health departments to plan for the initial phase of the project.

Total Training/Demonstrations:	NA
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B. OUTREACH PROGRAMS

- Elaine Graham and two regional network reviewers, Craig Haynes and Patrick Cochran, participated in the NN/LM outreach proposal review session on November 14, 2002, in Chicago, IL.
- As requested by the National Network Office, PSRML provided outreach activity data for May 1, 2001 – October 31, 2002, using the supplied spreadsheet template (submitted December 13, 2002).
- The following summarizes the activities completed as part of the RML contract.

Total Training/Demonstrations:	8
Total sessions of participants were 50% ≥ minorities:	2
Total Participants:	193
Health Care Service Provider	66
Health Sciences library staff Member	47
Public /other library staff member	9

1. Outreach to Health Professionals

- Kay Deeney attended the Western Migrant Stream Forum held in Mesa, Arizona and presented a poster, entitled, "MEDLINEplus for Migrant Farm Workers: Implications for Health Care Providers," on January 31, 2003³. Poster is presented in **Appendix B**.
- Alan Carr worked with Carri Casteel from the Southern CA Injury Prevention Center, to develop an Internet resources training session for members of the Violence Prevention Coalition of Greater Los Angeles. The workshop will be held on February 25, 2003.
- Alan coordinated and promoted the January 31, 2003 satellite broadcast of Public Health Grand Rounds, "Wired Communities: Putting the "e" in Public Health." He also participated in the post-program online discussion forum.
- Alan continued planning for the HIV/AIDS Information Summit which will be held on March 19, 2003. He held two teleconferences with the Steering Committee on January 21 and 31. He publicized the program and distributed the program flyer in December, 2002.⁴ Alan answered inquiries regarding the Summit, and reviewed applications from potential participants and financial aid requests. He recruited facilitators and recorders for the breakout sessions, and added a series of panelists to the program to provide more structure to the meeting.
- Julie Kwan presented a lecture "Keeping Current with the Literature" to EPI 411: Research Resources in Epidemiology, UCLA School of Public Health, December 4, 2002.
- Julie Kwan served as a member of the Public Health Outreach Evaluation Task Force.
- Elaine Graham attended a meeting on refugee health information in Chicago, IL, December 5, 2002. The meeting was convened by the NLM Office of Outreach and Special Populations, Division of Specialized Information Services; in attendance were several NN/LM associate directors and representatives of state refugee and immigrant health programs in Illinois, Texas, California, and Massachusetts.

2. Consumer Health Information Services

- Heidi Sandstrom attended the Turning Point Training Workgroup/Public Health Information Centers meeting in Phoenix, AZ on November 25. The workgroup discussed plans for developing training resources for public libraries and public health departments.
- On November 25, Heidi Sandstrom also met with and provided information on NN/LM programs and services/NLM resources to Sandra Duke-Lowe, Executive Director of Fresh Start Women's Foundation. Fresh Start Women's Foundation is an organization dedicated to supporting women in need, seeking self-sufficiency. According to the

³ http://nnlm.gov/psr/pdf/migrant_poster.pdf

⁴ http://nnlm.gov/psr/aids_summit.html

website⁵ “... 500,000 women right here in Arizona are struggling to achieve self-sufficiency, and that number is escalating at an alarming rate. These are women who, often through no fault of their own, have become the sole supporters of their families as a result of one of *eight D's: death, divorce, domestic violence, desertion, disability, disease, drugs or downsizing.*” “Healthy Living” is one of Fresh Start’s guiding principles; it states, “We believe women need to have available information and options, enabling them to make sound, enriching decisions regarding their health.” Health information is provided by the newly opened library at the Fresh Start Women’s Resource Center. The library is a computer-equipped, Internet-accessible lending library with books and tapes. Heidi also met briefly with the librarian there, and supplied her with NN/LM and NLM information. The Women’s Resource Library of the Foundation joined the Network this quarter.

- On November 26, Heidi Sandstrom met with Mary Lou Goldstein at one of the Scottsdale Healthcare libraries in Scottsdale, Arizona, to discuss a training opportunity with public libraries in the community. Materials were given to Ms. Goldstein, who will follow-up with a meeting with the director of the Scottsdale Public Library system to discuss health information access training for library staff. Heidi Sandstrom met with April Cunningham on December 9 to discuss her internship project for Winter and Spring quarters 2003. On the same day, she also met with Randy Ahn, UCLA Biomedical Library reference librarian, about (1) conducting a training session for middle school students on finding and evaluating health information and (2) ways to improve access to consumer health information resources on the UCLA Biomedical Library website.
- Heidi Sandstrom and Kay Deeney attended the Los Angeles Computer Society General Meeting in Westchester, CA on January 14, 2003. Garred Sexton, retired electronics technician and physician spoke about “Finding Medical Information on the Internet.” Heidi and Kay gave out MEDLINEplus bookmarks and pens
- Kay Deeney and Siobhan Blackwell from NN/LM Midcontinental Region (MCR) submitted a proposal for a talk on MEDLINEplus en español at the Nevada Library Association/Reforma/Mountain Plains Library Association Conference in November, 2003.
- As a follow-up to a telephone consultation, Heidi Sandstrom visited with Anne Staunton at the Venice Family Clinic (VFC), Venice, CA. Unlike provider organizations whose practices are constrained by reimbursement considerations, VFC seems better able to integrate services around the needs of the patient population. For instance, they conduct an “exit interview” with the patient at one locale, where they address all the follow-up action needed (i.e. prescriptions, next appointments, self-care activities required, what to do “if”, etc.) Heidi saw the patient education handouts, mostly developed in-house; Anne suspects that they may not be used much, and was interested in the patient education resources available on MEDLINEplus. VFC intends to apply for NLM extramural funding that will support the installation of patient information kiosks in clinic waiting rooms.

⁵ <http://www.fswf.org/main/index.asp>

- PSRML provided survey suggestions to the evaluation consultant on the NexCare Collaborative Los Angeles County parents' warmline project.
- Heidi Sandstrom traveled to San Jose, CA on January 23-24 to meet with the staff of Vision Literacy⁶ PlaneTree Health Library, and the Santa Clara Valley Medical Center. Vision Literacy, formerly the Santa Clara County Library Reading Program, is dedicated to improving the community by helping adults improve their literacy skills. Heidi also visited the Community Learning Center (CLC), North County, located in the farming community of Gilroy, CA. CLC is an innovative partnership between Vision Literacy, PlaneTree Health Library, and Santa Clara Valley Medical Center. Heidi consulted with the staff about health literacy and NN/LM funding opportunities.
- Heidi Sandstrom and April Cunningham visited the Santa Monica Public Library, Fairview Branch on January 28, 2003, to meet with the staff about conducting an internship project, and to assess the adequacy of the training room at the site.

3. Training to Support Electronic Access to Health Information

- Heidi Sandstrom presented the Consumer Health Information Workshop for nine main library and branch staff of the Los Angeles Public Library, November 13, 2002.
- On November 15, Heidi Sandstrom gave a presentation at the 25 Arizona County Librarians on NLM resources, and on the NN/LM Pacific Southwest Region and its services.
- Heidi Sandstrom presented *Online Resources for Healthcare Interpreters* to about 60 members of the Los Angeles Area Chapter of the California Healthcare Interpreters Association on January 18, 2003⁷. However, only 45 members completed the OARF.

4. Exhibits and Presentations at Meetings

- Kay worked on Exhibit Manual with Toni Yancey of the Southeast Atlantic Region.
- PSRML provided the National Network Office with suggested exhibit venues for 2003/2004.
- PSRML exhibited at the following exhibits. Full reports and budgets are in **Appendix A**:
 - Latino Book and Family Festival, Los Angeles, CA, November 2-3, 2002. We shared the booth space with members of the Los Angeles chapter of REFORMA; having the bilingual English-Spanish speaking librarians as partners greatly enhanced the impact of the MEDLINEplus en español demonstrations.
 - National Congress of American Indians, San Diego, CA, November 10-15, 2002; our volunteer was Pat Auflick.

⁶ <http://www.visionliteracy.org/>

⁷ <http://nnlm.gov/psr/pdf/orhi.pdf>

⁷ <http://nnlm.gov/psr/pdf/orhi.ppt>

- PSRML recruited three network librarian volunteers for the National Library of Medicine exhibit at the American Medical Writers' Association Conference, October 31-November 2, 2002.

5. Technology Awareness and Integration

- With 24/7 Reference librarians and staff, PSRML sponsored two training sessions in the digital reference software for the Medical Digital Reference Project (MDRP) in Tempe, Arizona, and Loma Linda, California. Altogether 19 librarians were trained, bringing our number of librarians trained to cover medical digital reference up to 33. Digital librarians are able to cover 8 am to 5 pm Pacific Time. Librarians trained will provide at least two hours a week covering digital reference service to public librarians and other subscribers of the 24/7 digital reference service. MDRP librarians continued to test the software and their skills. MCLS and ASKERIC librarians referred four calls to be answered by email. The MDRP program went live on December 2, 2002.
- Kay and Julie attended the UCLA Reference, Research, and Instructional Services Committee and the Information Literacy Initiative's Instructional Development Interest Group program demonstrating a Wireless Cart which holds 32 laptops and one wireless access point. There was discussion of the motorized cart, laptops, wireless access points, and implementation in rooms on the UCLA campus.

6. Connections

- No activity.

7. Library Improvement

- We are continuing to explore opportunities for library improvement projects. During the next quarter we will explore using MLA's Standards for Hospital Libraries for library improvement projects.

C. OTHER ACTIVITIES

- Alan submitted a paper abstract related to the HIV/AIDS Information Summit for consideration at the American Public Health Association annual meeting to be held November, 2003.
- Kay attended Internet Librarian Conference in Palm Springs, held November 4-6, 2002, along with 25 network librarians, who took the opportunity to register for the conference at the group rate sponsored by PSRML.
- Heidi Sandstrom attended a class on PhotoShop, December 5, 2002.
- Elaine Graham attended the Association of Research Libraries satellite teleconference, "Safeguarding Our Patrons Privacy", December 11, 2002.
- Kay participated on a panel with a law librarian and an academic librarian about providing Medical Digital Reference Services for a Medical Library Group of Southern California and Arizona continuing education class on December 11, 2002 in Scottsdale, Arizona.
- PSRML hosted a visit from Natalie Kamper, NLM Associate Fellow, December 30, 2002.
- Heidi Sandstrom met with a Ph.D. student, Ming Ling, of the UCLA Graduate School of Education & Information Studies, about a potential internship opportunity at PSRML.
- In January, Heidi Sandstrom was invited by MLA to serve on its newly created Health Information Literacy Task Force 2003-2005⁸. She participated in its first conference call on January 22.
- Heidi Sandstrom attended a UCLA Biomedical Library class on January 30, 2003, to learn about using the Cambridge Scientific Abstracts Databases, including ERIC, PAIS, PsycINFO, and Sociological Abstracts.

⁸ <http://www.tfhil.mlanet.org/>

APPENDIX A
PSRML Exhibit Reports and Budget

EXHIBIT REPORT OUTLINE

I. DATE OF REPORT **11/25/02**

II. NAME OF PERSON SUBMITTING REPORT **Kay Deeney**

III. ADDRESS **Pacific Southwest Region**

IV. EXHIBIT:

A. Name of Meeting: **Latino Book and Family Festival**

B. Location: **Los Angeles, CA**

C. Dates: **November 2-3, 2003**

D. Staff:

Kay Deeney, Elaine Graham, PSRML Staff

Volunteers: Norma Corral, Young Research Library, University of California, Los Angeles and 20 volunteers from REFORMA-LA

E. Number of Registrants: **12,000 (Approximately)**

F. Number of Exhibits **30**

G. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
11/2/02	10:00-6:00	121	26	<u>5</u>
11/3/02	10:00-6:00	194	46	
Total	14 hours	315	72	5

H. Total Number of People Visiting the Booth **315**

I. Total Number of NLM System Demonstrations **72**

J. Total Number of Internet Demonstrations other than NLM System Demonstrations **5**

V. EXHIBIT SUMMARY (Narrative)

A. Distribution of Pre-mailers, Letters or Invitations (if applicable):
NA

B. Description of Booth Location:

Our booth was towards the back of the convention hall; traffic was good.

C. Description of Program Presentations

We highlighted MEDLINEplus en español to attendees. We attempted to put on a panel with REFORMA-LA, but it didn't work out. No SIS resources were highlighted at this meeting.

D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.

No SIS Resources were highlighted.

E. Problems

The exhibit company, ShowReady was not terribly well organized. They wound up giving us two different height tables. They returned our shipment back to the warehouse instead of shipping it to us as requested.

F. User feedback

One woman stopped by to say "thanks" - she had visited our booth last year, learned about MEDLINEplus, and subsequently had some health problems that required a number of medical tests. She used MEDLINEplus to help her through it, and still keeps the pen with the URL at her computer!

We talked to several people who had recently been diagnosed with various conditions -- they were deeply grateful to be able to read information on the spot, in Spanish, about their condition. Some people were happy to see MEDLINEplus in English because their Spanish wasn't as good as it should be.

G. Suggestions/comments

REFORMA-LA gave us great volunteers! Having fluent Spanish speakers was wonderful. Our messages were very complementary -- in terms of informing people where their public library is, and that they can get free web access at the public library, including to MEDLINEplus and other NLM online resources. I would recommend that other regions try partnering with library groups in this kind of venue.

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)

Yes, this group was very responsive to our messages about MEDLINEplus in English and in español. Partnering with the local librarians was very beneficial!

VI. BUDGET SHEET

Attached

Exhibit Budget SHEET

Meeting Title: **Latino Book and Family Festival**

Meeting City, State: **Los Angeles, CA**

Meeting Dates: **November 2-3, 2002**

ITEM	COST
Booth Space Fee	\$350.00
Internet Connection or Phone Line Fee:	\$760.00
Other booth fees: Furniture and accessories (\$417.85), Carpet (\$165.08) (\$165.00), Cleaning/Vacuuming (\$26.30), Electricity (\$176.00)	\$759.26
Total Exhibit Booth Fees	\$1,869.26
Shipping	\$836.34
Drayage and material handling	\$250.00
Total travel costs: Kay Deeney (Parking \$10.00 and Mileage \$12.00) Elaine Graham (Parking \$10.00 and Mileage \$12.00) Norma Corral (Parking \$10.00 and Mileage \$12.00)	\$66.00
TOTAL EXHIBIT COST	\$3,021.60

EXHIBIT REPORT OUTLINE

I. DATE OF REPORT **11/19/02**

II. NAME OF PERSON SUBMITTING REPORT **Kay Deeney**

III. ADDRESS **Pacific Southwest Regional Medical Library/
UCLA Biomedical Library**

IV. EXHIBIT:

K. Name of Meeting **National Congress on American Indians**

L. Location (City, State) **San Diego, CA**

M. Dates **November 11-15, 2002**

N. Staff **Alan Carr, Kay Deeney, Elaine Graham, Heidi Sandstrom, PSRML**
Volunteers: **Pat Auflick from the University of Arizona, Tucson, AZ**

O. Number of Registrants **3,300**

P. Number of Exhibits **105**

Q. Specify by Days:

Dates	<u>Hours</u>	<u>Visitors</u>	<u>NLM Demos</u>	<u>Internet Demos</u>
11/11/02	9:00-5:00	116	56	
11/12/02	9:00-5:00	90	47	
11/13/02	9:00-5:00	56	32	2
11/14/02	9:00-5:00	30	20	1
11/15/02	9:00-11:00	9	5	
Total	34 hours	301	160	3

R. Total Number of People Visiting the Booth **301**

S. Total Number of NLM System Demonstrations **160**

T. Total Number of Internet Demonstrations other than NLM System Demonstrations **3**

V. EXHIBIT SUMMARY (Narrative)

A. Distribution of Pre-mailers, Letters or Invitations (if applicable):

NA

B. Description of Booth Location:

We were located in a center aisle of a large room in a hotel. The booth space was very small, probably 6 feet by 10 feet.

The NN/LM staff, Alan Carr, Kay Deeney, Elaine Graham and Heidi Sandstrom were assisted by one volunteer, Pat Auflick from the University of Arizona who stayed for most of the week. Pat is involved in one of the Native American outreach projects and was interested in making contact with some of the Indian tribes. She attended one of the sessions on health issues.

The conference had a youth track, so we saw some young people in the exhibit area. Most of our activity happened on the first two days of the exhibit week. On the following days, we saw many of the same people revisiting the exhibits.

A large number of the exhibits were commercial: selling jewelry, Indian crafts, clothing and promoting Indian casinos. Some governmental exhibitors included HRSA, INS and the FBI. There were a government DHHS AIDS booth, and a Native Wellness Institute. There were no other health information related exhibits. We noticed a large number of glossy handouts from Healthfinder on a table near the registration area; the handout highlighted their new "just for you" web site.

C. Description of Program Presentations

We highlighted MEDLINEplus for attendees. We spoke to some health care directors about MEDLINE/PubMed and access to full text journals.

D. Were SIS resources highlighted at this meeting?

We showed Tox Town to an exhibitor from the National Tribal Environmental Council.

E. Problems

We had inadvertently shipped only part of the exhibit display, so we wound up using the bubble part only of the pop-up. Interestingly, people's attention focused on that, and we saw them reading "free consumer health information" as they walked by and stopped to talk with us.

The set-up hours were restricted to two hours on a Sunday which forced many vendors including us to pay higher labor costs for the delivery of materials and cases to the booth.

Having only two exhibit hours on the last day wasn't very productive. In fact, several of the exhibitors left the day before. Since there had been a spill-over of exhibitors into the outside lobby, some of these exhibitors moved into the vacated spots.

F. User feedback

Feedback received at the exhibit included comments such as: "People really need this information!" Many people expressed interest in obtaining information on diabetes and high blood pressure from MEDLINEplus. One herbalist needed to know about drug interactions with prescription drugs and herbals. Many were interested in herbal remedies and alternative medicine. A tribal health director was pleased to see MEDLINEplus and wanted to know more about PubMed and full text journals.

One attendee invited us to exhibit at an Indian Worlds Fair being planned in the Tucson area near an Indian Bingo parlor in 2004. He indicated that exhibitors would have as much space as they wanted, instead of the restrictive 8x10 booths. This was amusing to us, because later on that day the fire marshal complained about booths that stuck out or were angled into the aisles.

- G. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)
Yes, with reservations. The group seemed to be a lobbying group for Indian political issues. If we are looking to reach minority individuals, (Indians), then this is a comparable venue to a consumer-focused meeting.
- VI. BUDGET SHEET (attached).
- VII. APPENDICES: None

Exhibit Budget Sheet

Meeting Title: National Congress of American Indians

Meeting City, State: San Diego, CA

Meeting Dates: Nov 10-15, 2002

ITEM	COST
Booth space fee	\$450.00
Internet connection fee/Phone Line	\$484.88
Other booth fees: Furniture (\$268), Wastebasket (25.86)Carpet (\$165.00), Cleaning (32.40), Electricity (268.00)	\$759.26
Total exhibit booth fees	\$1,694.14
Shipping	\$500.00
Drayage and material handling	\$295.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem) Alan Carr (\$356.36) Elaine Graham(\$200.09) Heidi Sandstrom(\$123.72) Kay Deeney(\$744.58) Pat Auflick: (\$732.99)	\$2,157.74
TOTAL EXHIBIT COST	\$4,646.88

APPENDIX B:

MEDLINEplus for Migrant Farm Workers: Implications for Health Care Providers

Poster Presentation by Kay Deeney and Heidi Sandstrom at the Western Migrant Stream Forum
in Mesa, Arizona on January 31, 2003

MEDLINEplus for Migrant Farm Workers: Implications for Health Care Providers

Kay Deeney, MLS, AHIP, Heidi Thiessen Sandstrom, RN, PHN, MLIS
National Network of Libraries of Medicine, Pacific Southwest Region

Introduction

Migrant farm workers encounter a diverse variety of health problems including occupational illnesses and chronic diseases. (1) Finding high quality, plain-language, and reliable materials is challenging for health care workers who provide health care information to farm workers, their family members and friends. (2, 3) A useful tool for finding that information is the MEDLINEplus.gov web site, now also available in Spanish. This poster will highlight features of MEDLINEplus so that health care providers can meet the information needs of migrant farm workers. (4)



Health Topics of Interest to Farm Workers

Accidents	Household Poisons
Air Pollution	Hypertension
Arsenic	Hypothermia
Asbestos/Asbestosis	Indoor Air Pollution
Bites and Stings	Infectious Diseases
Dental Health	Insect Bites and Stings
Depression	Molds
Diabetes	Noise
Drinking Water	Occupational Health
Drug Abuse	Pesticides
Environmental Health	Poisoning
Farm Safety	Respiratory Diseases
Food	Skin Diseases
	Safety
	Sun Exposure
	Tuberculosis
	Water Safety
Contamination/ Poisoning	
Food Safety	
Hazardous waste	
Heat Illness	
Hispanic American Health	



Health news, links to government web sites, easy-to-read materials, interactive tutorials and links to MEDLINE searches are available.



Interactive Health Tutorials

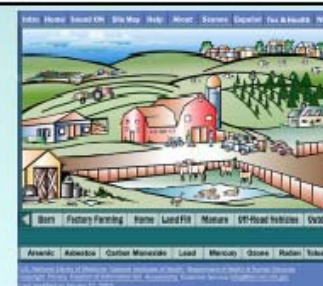
The Interactive Health Tutorials from the Patient Education Institute use animated graphics to explain conditions or procedures in easy-to-read language. A useful summary can be printed from the slide shows.

MEDLINEplus Evaluates Health Web Sites

- Web sites are chosen with quality, authority and accuracy of content in mind.
- Information provided is appropriate to audience level and easy to use.
- The purpose of the web site is educational.
- The web site is not selling a product or service.
- Most content is available at no charge.
- Information is current or an update date is included.
- Registration is not required.

Other Helpful Resources

MEDLINEplus also includes links to dictionaries, directories of doctors, dentists, hospitals and clinics. MEDLINEplus is a gateway to consumer health and public libraries and other organizations where migrant farm workers can go to get health information. It also points to other NLM resources such as ClinicalTrials.gov, NIHSeniorHealth.gov and the new Tox Town (pictured here).



Focus of Study

Health care providers including community health workers, community health promoters, peer educators, and promotoras as well as nurses, physician assistants, and doctors provide health information to migrant farm workers. (5) Given the large number of health related web sites, it is difficult to choose quality web sites. (6) MEDLINEplus was created by the National Library of Medicine to make quality information easily accessible for individuals. MEDLINEplus is organized by health topics and currently includes information on over 590 topics. Other features include an illustrated medical encyclopedia, interactive health tutorials, a database of full-text drug information and the latest health news.



APPENDIX C

PSRML Outreach Subawards

**Quarterly Report
2002 Express Outreach Projects**

Handhelds in Healthcare Fair

**Arizona Health Sciences Library
University of Arizona
Tucson, Arizona**

Gary Freiburger, Director
520-626-6121
Arizona Health Sciences Library
1501 N. Campbell Ave.
P.O. Box 245079
Tucson, Arizona 85724-5079

First and Final Quarterly Report
October 1 – December 31, 2002

Submitted
March 27, 2003

Quarterly Report

“Handhelds in Healthcare” Fairs Phoenix, Arizona, November 20, 2002 Tucson, Arizona, November 21, 2002

Success Stories: The Phoenix fair reached many practicing clinicians with clinical appointments on the College of Medicine Faculty. Also in attendance were hospital librarians from the teaching hospitals in Phoenix. The Phoenix group in particular was very grateful to have this information made available to them. Attendance equaled the most heavily attended events on the Phoenix Campus. Attendance was made convenient by serving dinner and holding the fair in the evening when attendees could leave their hospitals and stop in on their way home. Our Phoenix speaker is a well-known member of the Family and Community Medicine Faculty in Phoenix who reported on their use of PDAs in practice.

In Tucson the event was held in mid-day. Traffic is heavy at this time of day resulting in good attendance. The library is centrally located on campus and this also helped attendance. Attendees learned about products they had not considered before.

Impact of Information: The speaker in Phoenix was able to demonstrate how PDAs could be integrated into clinical practice. This success story from an opinion leader may influence experimentation on the part of his peers. In Tucson the campus bookstore was one of the exhibitors and saw lots of traffic as people discussed which type of handheld would be best for them.

Problems: Our major problem was in attracting vendors to exhibit at the fair. We had checked various calendars before setting the date for the two fairs. We did not know that these dates corresponded with the COMDEX Show in Las Vegas. Several smaller vendors had only enough personnel and exhibit materials for one exhibit and chose COMDEX over our two fairs. Other vendors cited the poor economic conditions. In Tucson one of our speakers had to cancel at the last minute. Luckily Mari Stoddard from the AHSL staff was able to fill in with a presentation on the various operating systems and types of PDA's available.

Other Attachments: Photos of both fairs are also viewable at:
<http://www.ahsl.arizona.edu/services/handheld.cfm>

Access to Health Information for Arizona's Tribal Nations

UCLA Sub award No. 5415-G-DB163

Arizona Health Sciences Library
University of Arizona
Tucson, Arizona

By Jeanette C. McCray
Arizona Health Sciences Library
University of Arizona
P. O. Box 245079
Tucson, AZ 85724-5079
Voice: 520/626-6121; Fax: 520/626-2922
Email: mccray@AHSL.arizona.edu

Second (2nd) Quarterly Report
October 1, 2002 – December 31, 2002

Submitted January 31, 2003

Introduction

The goals of this project are to improve access to health information resources for Native Americans in Arizona, and to develop a sustainable, working partnerships between the Arizona Health Sciences Library (AHSL), tribal representatives, and other organizations to be identified in the project planning phase (such as public and academic libraries, healthcare institutions, and other groups and departments in the University of Arizona and on the reservations). The first 6 months of activity focus on the planning phase of this project.

The focus of the 2nd quarter continues to be on identifying and contacting key players among the tribes in Arizona, and on the University of Arizona campus. In addition, an assessment of the status of the project and the budgetary requirements was conducted.

I. Description of Progress toward the Project's Major Objectives

A. Administrative/Planning Activities

Our plan to work primarily with the Inter Tribal Council of Arizona (ITCA) continues to move along slowly. A workshop for tribal health leaders associated with the ITCA planned for late November failed to attract any participants; sessions have been rescheduled for February in both Tucson and Phoenix. A component of these (November and February) workshops is a discussion session with the participants to exchange ideas about possible projects. Perhaps then we will be in a position to better plan the ongoing nature of this project.

Although it had been our plan to modify the budget (to reflect the needs for a particular project) in the second quarter, we are unwilling to do so until we have some significant interaction with the tribal health leaders of the ITCA.

We continue to be responsive to any opportunity to work with American Indian populations, and so were pleased to be invited to participate in an ongoing project with the Arizona Telemedicine Program (ATP) to meet monthly with Navajo community health representatives in the Tuba City area via videoconference for an hour-long session on health information – the first one is scheduled for January 6th. In addition there are plans to organize another session with the Gila River Indian Community, and to contact the Gates Interns at the University of Arizona School of Information Resources and Library Science.

The Arizona Turning Point (TP) project, also just getting under way, will be an excellent opportunity to reach tribal librarians and tribal health department personnel, as it seeks to develop public health information centers in county and tribal libraries around the state and improve access to health information for public health professionals as well. AHSL is developing a web site and will provide training over the course of 15 months.

B. Publicity/Marketing Activities

A letter was sent to the tribal health directors as identified by the Inter Tribal Council of Arizona inviting them to a workshop in late November. An agenda was attached. (See appendix)

In December, a postcard was sent to the same group announcing a new round of workshops in February in both Phoenix and Tucson. (See appendix.)

C. Product/Resource Development Activities

None this quarter.

D. Site Visits/Training/Demonstration Sessions/Presentations (Include description of the sites and target population)

Two (2) training workshops were planned during this quarter. The first opportunity was well attended (outreach reporting forms attached). The 2nd workshop drew no attendees.

Date: November 19, 2002

Target population: Gila River Indian Community (Sacaton) public health dept nurses

Presentation format: 2-hour workshop

Topics covered: Bioterrorism, disaster preparedness, consumer and related resources

Site: Arizona Health Sciences Library

Comments: Nurses serve Gila River Indian Community and (via contract) Ak Chin tribe.

Date: November 26, 2002

Target population: Inter Tribal Council of Arizona tribal health leaders

Presentation format: 5-hour workshop including lunch on you own

Topics to be covered: AHSL services, consumer health resources, professional health information, tribal health resources, models/projects dialogue

Site: Phoenix Public Library

Comments: No one showed up

E. Exhibits

Pat Auflick exhibited with other PSRML staff at the National Congress of American Indians, San Diego, November 11-15, 2002.

II. Loansome Doc/Document Delivery Activities

No activity.

III. Evaluation Activities

No activity.

IV. Problems/Corrective Actions. Lessons Learned/Significant Feedback

We're unsure as to whether we'll be successful with the Inter Tribal Council of Arizona in the long run. We'll know more after the February workshops. In the meantime, we are/will pursue other leads and opportunities. We are realizing that this contract may consist of a large group of small projects touching both health professionals and consumers in a variety of settings, rather than the development of one or two very big mega projects.

V. Projected Activities for Next Quarter

- Working with the Inter Tribal Council of Arizona, workshops for tribal health leaders have been scheduled for February 5 in Tucson and February 14 in Phoenix. Publicity went out before the holidays: follow-up to occur in January and February. A key component of each workshop is to brainstorm with the attendees regarding what kinds of activities/projects would benefit the members of their tribes.
- Tuba City community health representatives. Videoconference sessions to occur monthly for at least 6 months. We will use the first session in January to assess the skills and needs of the participants, and then plan the next several sessions.
- Pat Auflick and Jeanette McCray continue to participate in once-monthly conference calls with Tribal Connections 4 Corners Project participants. In addition, AHSL is managing the NLM-funded evaluation and best practices project for that group.
- Pat Auflick and Jeanette McCray plan to attend the Tribal Health Policy for-credit class being taught by Yvette Roubideaux, MD, MPH, of the UA College of Public Health during the spring semester.
- Planning for the training component of the Arizona Turning Point project will begin to take some form.

VI. Reporting Forms for Training/Demonstration Sessions and/or Exhibit Reports

November 19th workshop with the Gila River Indian Community (Sacaton) public health dept nurses forms follow.

Appendix

Copies of: communications, materials produced, press releases, advertisements, articles for newsletters, etc.

Packet distributed to Gila River PH nurses:

From the National Library of Medicine and Pacific SW Regional Medical Library (not attached):

- MEDLINE*plus* Basics (brochure)
- PubMed Basics (brochure)
- MEDLINE*plus*.gov HEALTH INFORMATION BOOKMARK
- HEALTH HOTLINES: TOLL-FREE NUMBERS FROM THE NATIONAL LIBRARY OF MEDICINE'S DIRLINE DIRECTORY
- GUIDE TO NIH HIV/AIDS INFORMATION SERVICES
- PACIFIC SOUTHWEST REGIONAL MEDICAL LIBRARY MOUSE PAD

FROM THE PIMA COUNTY HEALTH DEPARTMENT (AND ATTACHED):

- Bioterrorism Readiness

FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION (AND ATTACHED)

- EMERGENCY PREPAREDNESS: FREE VIDEOS FROM THE CENTERS FOR DISEASE Control and Prevention

Created at AHSL (and attached):

- Bioterrorism
- Health-Related Consumer Sources: Alphabetical List
- Health-Related Spanish Language Resources
- Multicultural Sources of Consumer Health Information
- Arizona Health Sciences Library Bookmark

Communications to tribal health leaders of the Inter Tribal Council of Arizona:

Letter dated November 8 (including agenda).

Postcard announcing February 5, 14 sessions.

PROJECT NAME:

Bay Area Health Information
5415 G DB 065 00

NAME/LOCATION OF INSTITUTION

California Pacific Medical Center
San Francisco, California
Purchase Order Number RVB176186

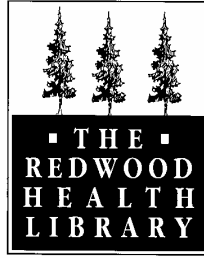
REPORT SUBMITTED BY:

Douglas L. Varner
Library Manager
California Pacific Medical Center
Health Sciences Library
P.O. Box 7999
San Francisco, CA 94120-7999

TITLE:

Second Quarter Report
September 1st, 2002 to November 30th, 2002
Submitted: April 28th, 2003

- **Success Stories:** Program was conducted with IRMO – a quarterly meeting of reference librarians from the San Francisco Public Library System on October 11th, 2002. Program was well attended and received by attendees with an interactive question/answer session occurring at the end of the program
- **Impact of Information:** Target population attendees were able to relate specific interactions with patrons which presenters to able to formulate into broad-based issues for discussion among the group. Presenters were able to expand discussion to include parameters for evaluation of health information available via the World Wide Web from sources other than NLM resources.
- **Problems:** Hands-on sessions were not well-attended. Future sessions will be scheduled for immediately after the lecture portion of the presentation.
- **Administrative Activities:** Presenters met bi-weekly from September through November for planning and presentation runs.
- **Activities Planned for Next Quarter.** Presentation on January 23rd, 2003 and February 26th, 2003 sponsored by the Golden Gateway Library Network



a project of the Petaluma Health Care District

Petaluma Health Information Access First Quarter Report – June – August 2002

Purchase Order 5415-G-DB064

Submitted by Eris Weaver, MLIS, AHIP
September 2002

Redwood Health Library
314 Western Avenue
Petaluma, CA 94952
707-795-2157

Success Stories: So far all organizations and individuals approached as partners are enthusiastic about the project. Since most of what has been done this quarter has been planning, there are no real “stories” to report at this time.

Impact of Information: Carol Waxman of the Petaluma Adult School was very pleased to have information resources that she can pass on to her literacy, ESL, and parenting instructors. As the school year gets going, I anticipate more interaction with them directly.

Problems: None so far.

Administrative Activities:

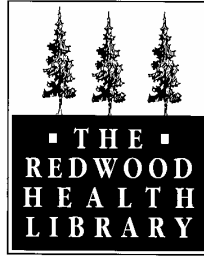
June – July 2002	Ordered video catalogs. Previewed 18 videos. Discussed broadcast rights with vendors. Ordered videos. Discussed project with videographer Alan Fitch. Initial discussions with Petaluma Health Center outreach workers Pat Hayes and Cristina Ruiz about topics most needed.
08/23/02	Met with Carol Waxman, assistant principal of Petaluma Adult School, about working with ESL, literacy, and parenting instructors. Faxed video lists to Ms. Waxman. Discussed information needs assessment that will be given to instructors next month.

Activities for Next Quarter:

- Scripts and storyboards for video production
- Get necessary permissions for any onsite shoots
- Plan shooting schedule with videographer and actors
- Meet with Petaluma Community Access manager about scheduling air time
- Needs assessment with adult school instructors
- Make presentation to Adult School instructors

Attachments:

- Press release & media coverage
- Request for reimbursement



a project of the
Petaluma Health Care District

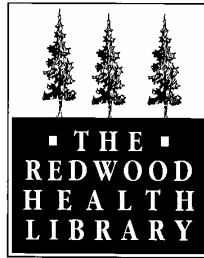
FOR IMMEDIATE RELEASE
May 22, 2002

CONTACT:
Eris Weaver 778-9114

REDWOOD HEALTH LIBRARY RECEIVES VIDEO GRANT

The Redwood Health Library has been awarded a \$6000 outreach grant from the Pacific Southwest Region of the National Library of Medicine. The purpose of the grant is to more effectively provide access to health information and services to those for whom language and literacy currently act as barriers. Over the next year the Library will both purchase and produce television programs, in English and in Spanish, that will educate viewers about a number of health topics: how to access local health services, including the Redwood Health Library and the Petaluma Health Center; how to find and evaluate health information; and basic prevention, wellness, and self-care issues. Programs will be broadcast over our local cable station, Petaluma Community Access. They will also be available for viewing and checkout from the Library.

The mission of the Redwood Health Library is to empower residents to take charge of their health by providing access to high-quality, accurate medical information. A medical library designed for use by people who are NOT medical professionals, it offers the community assistance in researching a variety of health and medical issues. Open to the public and located in the downtown shopping area, it is a free public service project of the Petaluma Health Care District. The Library is located at 314 Western Avenue in Petaluma. For more information, contact librarian Eris Weaver at 778-9114.



a project of the Petaluma Health Care District

Petaluma Health Information Access Second Quarter Report – September – November 2002

Purchase Order 5415-G-DB064

submitted by Eris Weaver, MLIS, AHIP
December 2002

Redwood Health Library
314 Western Avenue
Petaluma, CA 94952
707-795-2157

Success Stories: We obtained public broadcast rights for two excellent video programs on breast cancer produced by Medical Media Associates/Woman to Woman and aired them throughout October, which was National Breast Cancer Awareness Month. Throughout the month we also ran print ads in local newspapers, as well as two columns, about breast cancer screening and diagnosis.

We shot two hours of footage during meetings of Tomando Control, a Petaluma Health Center class for Spanish-speaking patients with chronic diseases. The participants were very enthusiastic about being filmed, knowing that they would be on local TV and that they would help get information that they have found so useful out into the rest of the community. Besides shooting the class itself, we did brief interviews with some of the students as well as one of the instructors. One whole segment of the class dealt with evaluating home remedies and herbal medicines, which are very popular in the Latino community; we decided to use that section for a separate program.

Impact of Information: It is always difficult, if not impossible, to measure the effect of television programming. The tiny local station does not have viewership statistics. However, since every local media outlet - the station and two newspapers - were flooded with breast cancer information throughout October, it is highly likely that the message got to a significant number of people.

Viewership of the station's Spanish-language programming is apparently higher, so I anticipate that once we get the Spanish programs on air we will see some effects.

Problems/Challenges: Producing programs in one's second language presents a whole host of challenges. The person who will be doing the actual online editing doesn't speak Spanish at all, so we have had to be creative about bringing several people together to put the final program together.

The other major challenge has been changes in staff at the television station. When this project began, the station appeared to be running well under the interim director. That person has now left and it is somewhat unclear what will be happening there in terms of leadership and management. Each time there is a changeover we have to start over in building the relationships that are necessary to achieve our goals.

Administrative Activities:

September 2002 Received and processed videos.

October 2002 Aired programs for National Breast Cancer Awareness Month. Planning for video shoots continue.

November 6 Shot footage of Tomando Control; some of that footage will also be used for Remedios Caseros,
Began editing process.

Activities for Next Quarter:

- Complete Tomando Control and Remedios Caseros

- Plan shoots for Health Information on the Internet, Using the Redwood Health Library, and possibly a program on dental care

Attachments:

0 Request for reimbursement

Second Quarterly Report for September 2002—December 2002

Project: 2002 Express Outreach Project

Institution: Olive View/UCLA Medical Center, Health Sciences Library

Purchase Order #: 5415-G-DB066

Submitted by: Marsha Kmec, Principal Investigator

Olive View/UCLA Medical Center

2C160

Health Sciences Library

14445 Olive View Drive

Sylmar, California 91342

Brief Demonstration and Instruction of MEDLINEplus--Cal State University Northridge
November 19, 2002

Introduction

Description of project as it pertains to objectives

A. Administrative Responsibilities

This quarter I met with several librarians who are employed through the Cal State Library System. Upon meeting with the librarians, I immediately assessed their staff needs pertaining to health information sites and what is available via the web. Specifically, I joined forces with one librarian to strategize what needed to be taught and to whom.

B. Planning and implementation

Marcia Henry from CSUN and I decided two separate classes should be held almost back to-back. We e-trailed each other and phoned one another assessing the needs of the librarians and the classes needed to be held and we opted for an overview of Medline Plus.

C. Publicity Marketing

Flyers were generated and Marcia was gracious enough to promote the classes from within Oviatt Library. She went one step further by promoting to those whom she thought might have a keen interest in the health sciences and health related websites. Her frequent e-mails, calls, and updates kept librarians and library personnel aware of the classes and the two available time slots.

D. Training

Two training sessions were conducted on November 19, 2002. I arrived at CS'UN 10:30 am. and departed at 2:30 p.m. Lunch was provided for all participants. The Instructional Lab granted participants access to approximately twenty PCs. Medline Plus was primarily the site reviewed. Although I provided a PowerPoint demo, one evaluation criticized utilizing PowerPoint in

conjunction with hands-on instruction; this perhaps will be something that I change in the near future.

E. Pre-assessments/Evaluations

A Pre-assessment was distributed prior to the two sessions so that I could try to quickly estimate background knowledge of the participants regarding Medline Plus.

Evaluations were distributed upon completion of the updates. These evaluations help me to either augment or streamline future classes.

F. Problems

It did appear that one participant in one class knew the site extremely well. I was overly concerned that he knew the material perhaps better than I did and was attending to learn more. I was wondering how I could have enhanced the class for this particular individual. Another "problem" which I alluded to previously was presenting the PowerPoint in conjunction with hands-on. It seems that perhaps one or two participants felt this was unnecessary.

Corrective Action

I plan to augment the Medline Plus class but I'm not quite certain in which direction I will be taking this class.

G. Projected Activities for Next Quarter

The third quarter is already booked with five instructional sessions. One class that will be held is introduction to CAPHIS: The Consumer and Patient Health. Information Section of the MLA.

I've also ventured to the Welloas Community in Pasadena and back to Los Angeles Public Library for more instruction- I'm looking forward to a dynamic third quarter.

Marsha Kmec

Director of Library Services

Olive View/UCLA Medical Center